

VAIDEHI YELKAWAR

Product Designer · UX & Service Design · MBA

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No Sponsorship Required

SUMMARY

UX Designer and CX Strategist with an MBA and hands-on experience building 0→1 products and service systems. Conducted primary research, designed end-to-end user journeys, and launched a live service converting free users into paying customers within 2 months. Translates ambiguity into structured experiences that improve clarity, conversion, and retention.

EXPERIENCE

Founder & UX / Service Designer

Vaidehi Yoga · Holistic Health & Wellness Platform (Traditional Hatha Yoga) | Remote

Jan 2024 – Present

- Conducted primary research across 15+ yoga and wellness services (online & offline); synthesized insights into service design opportunities and positioning.
- Designed and launched an end-to-end digital health service, including user journeys, onboarding flows, information architecture, content strategy, and SEO.
- Validated product-market fit by launching free community classes and converting to paid cohorts within 2 months.
- Reduced onboarding time by 50-60% through clarity-first UX, structured communication, and expectation-setting.
- Built and retained recurring cohorts (15-20 active users) with ~5-6 month average retention.
- Architected a scalable service system with automation-ready onboarding and payment workflows.
- Delivered structured Traditional Hatha Yoga practices (asana, breathwork, meditation) to support physical, mental, and emotional well-being.

UX Designer II

T-Mobile · Role concurrent with MBA at UIUC | Remote

Jul 2022 – Jan 2023

- Led UX research and documentation for Apeiron, T-Mobile's unified cross-platform design system, consolidating three legacy systems.
- Enabled 85% of designers to build consistent experiences across platforms.
- Defined purpose, usage guidelines, cross-platform specifications, and WCAG 2.2 accessibility standards for core components, including Design Tokens, Buttons, Select, and Dropdown - documented for Web, iOS, and Android.
- Delivered developer-ready documentation for Figma and Storybook.

Product Designer

Tata Consultancy Services | India

May 2018 – May 2021

- Redesigned HR onboarding system → 50% engagement increase, 5x faster search.
- Built an IT self-service portal → 62% reduction in support load.
- Improved banking onboarding → 70% faster flows, 110% traffic growth.
- Designed an IoT platform for enterprise-wide printer firmware management → reduced service time from days to minutes.

Business Analyst

Tata Consultancy Services | India

Jan 2016 – April 2018

- Gathered requirements from business stakeholders, documented workflow diagrams and functional specifications for development teams, and coordinated between business and technology workstreams on enterprise IT projects.

Business Analyst

Polaris | India

July 2015 – Dec 2015

- Created comprehensive business documentation - workflows, requirements, and system diagrams - resulting in 40% reduction in delivery time and 25% decrease in project cost.

EDUCATION

MBA · University of Illinois Urbana-Champaign | Champaign, IL

Oct 2021 – Dec 2023

Specialisation: Entrepreneurship & Strategic Innovation · GPA: 3.88 / 4.00

Bachelor of Engineering, Electronics · Yashwantrao Chavan College of Engineering | India

Aug 2011 – May 2015

SKILLS & PROFICIENCIES

- **UX & Service Design:** Service Design · System Design · Customer Journey Mapping · Task Flow Diagram · Information Architecture · Interaction Design · Usability Testing · Heuristic Evaluation · Prototyping · Wireframing · Design Systems · Content Strategy
- **Research:** UX Research · User Interviews · Contextual Inquiry · Surveys · Competitive Analysis · A/B Testing
- **Tools:** Figma · Miro · Adobe XD · Storybook
- **Platforms:** Web · iOS · Android · Cross-Platform · Responsive Design · WCAG Accessibility
- **Strategy:** Product Strategy · Market Research · Stakeholder Management · Agile / Scrum · SWOT · PESTEL

CERTIFICATIONS

- Google UX Design Professional Certificate
- Certified Traditional Hatha Yoga Teacher (500-hour YTTC, The Yoga Institute, Mumbai)